

# Handmade BOSSSES

TURN YOUR CREATIVE PASSION INTO PROFIT  
& BUILD A BUSINESS THAT YOU LOVE

## THE FIRST 4 WEEKS ON ETSY MINI COURSE



# Psssst!

## IT'S NOT TOO LATE TO GET SERIOUS ABOUT YOUR ETSY SHOP AND TURN IT INTO A THRIVING BUSINESS ON ETSY AND BEYOND

My Signature programme the Handmade Bosses Success academy, opens twice a year for enrolments...BUT you can get started with my Facebook group (search @handmadebosses) Or [click here](#)



The Successful Handmade Business Etsy Help Group  
Private group · 3.5K members

And if you are **SERIOUS** about making your Etsy shop a handmade sales machine, You will definitely want to check out another **FREE** resource I have made for you

"My 3 step system to skyrocket your Etsy conversion rate masterclass" It's about 70 minutes long, and **PACKED** full of value for your next steps. Find it here:

[handmadebosses.com/conversion](https://handmadebosses.com/conversion)

**Get your FREE place**  
**in the masterclass**

Handmade  
**BOSSES**  
TURN YOUR CREATIVE PASSION INTO PROFIT  
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W E E K

01

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YOUR FIRST WEEK ON  
ETSY



## **1 . C R E A T I V E   C O N C E P T S**

BRAINSTORM ALL OF THE THINGS YOU WANT TO, AND CAN MAKE.  
WRITE ANY NOTES HERE



## **2 . P R O T O T Y P E**

CREATE A TEST VERSION OF THE PRODUCT YOU WANT TO MAKE.  
WRITE ANY NOTES HERE



### **3 . F O C U S G R O U P S**

WRITE FEEDBACK FROM YOUR FOCUS GROUP, WHAT THEY SAID AND ANY PRODUCT IDEAS YOU HAVE GAINED FROM THIS



## **4 . O P E N Y O U R S H O P**

SPEND 40 MINUTES MAX SETTING UP THE VERY BASICS OF YOUR SHOP.  
WRITE ANY NOTES HERE



## **5 . 5 - 1 0 P L A C E H O L D E R L I S T I N G S**

CREATE 5-10 PLACEHOLDER LISTINGS. PRACTICE & GET USED TO LISTING AN ITEM.

WRITE ANY NOTES HERE





## **6 . C L A R I F Y   Y O U R   T A R G E T   M A R K E T**

JOT DOWN WHO YOUR TARGET MARKET IS NOT. WHO WILL YOUR PRODUCTS REPEL?

WRITE ANY NOTES HERE

W E E K

02



YOUR SECOND WEEK ON  
ETSY



## **1 . T A R G E T   M A R K E T**

THINK ABOUT THEIR JOBS, AGE, SEX, WHO THEY ARE, THE TYPE OF PERSON THAT ARE, DO THEY HAVE KIDS, ARE THEY MARRIED, WORK FULL TIME/ PART TIME, WHERE DO THEY LIVE?  
WRITE ANY NOTES HERE



## **2 . W H E R E A R E T H E Y ?**

WHERE DO THEY HANG OUT ONLINE? FIND FACEBOOK GROUPS, AND JOIN THEM  
WRITE ANY NOTES HERE



### **3 . P O S T I N G R O U P S**

USING THE FACEBOOK GROUPS NOTED ABOVE, WHAT QUESTIONS CAN YOU ASK IN THERE THAT WILL HELP WITH SEO? THINK SEARCH TERMS, COLOURS, OTHER FEEDBACK ETC.  
WRITE ANY NOTES HERE



#### **4 . F R E E T O O L S**

SIGN UP FOR THE FREE TOOLS MENTIONED, AND HAVE A PLAY AROUND WITH THEM.  
WRITE ANY NOTES HERE



**5 . 2 R E A S O N S T O B U Y**

THINK ABOUT OCCASIONS, A GIFTING REASON, OR A SPECIFIC USE. WHY MIGHT THEY BUY YOUR ITEM?

WRITE ANY NOTES HERE

W E E K  
03



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YOUR THIRD WEEK ON  
ETSY





## **1 . S T A T S**

CHECK YOUR PLACEHOLDER LISTINGS - ARE THERE ANY KEYWORDS THAT ARE PERFORMING WELL FOR YOU?  
WRITE ANY NOTES HERE



## **2 . M A K E C O P I E S**

COPY YOUR LISTINGS AND USE THE KEYWORDS LISTED ABOVE, AND THOSE FROM THE FACEBOOK GROUPS YOU ASKED IN.  
WRITE ANY NOTES HERE



### **3 . B R A N D R E S E A R C H**

LOOK AT COMPETITORS AND MAKE NOTE OF ANYTHING THAT YOU LIKE OR DON'T LIKE.  
WRITE ANY NOTES HERE



#### **4 . B R A N D T O U C H P O I N T S**

JOT DOWN YOUR BRAND TOUCH POINTS, AND START TO SKETCH OUT IDEAS AND COLOURS THAT YOU HAVE IN MIND.  
WRITE ANY NOTES HERE



## **5 . P R O D U C T I M A G E S**

MAKE NOTES OF PROPS YOU NEED, AND ANY IDEAS FOR PHOTOS YOU HAVE. POST YOUR PHOTOS IN THE FACEBOOK GROUPS FROM EARLIER, AND ASK FOR FEEDBACK.  
WRITE ANY NOTES HERE



**YOUR FOURTH WEEK ON  
ETSY**



**1 . B R A N D = D O N E**

DOUBLE CHECK YOU'RE HAPPY WITH YOUR BRANDING, AND YOU HAVE COMPLETED YOUR TOUCH POINTS AND UPLOADED THEM WHERE NEEDED.  
WRITE ANY NOTES HERE



## **2 . C O N V E R S I O N R A T E**

WORK OUT YOUR CONVERSION RATE. HEAD TO THE MASTERCLASS - [WWW.HANDMADEBOSSSES.COM/CONVERSION](http://WWW.HANDMADEBOSSSES.COM/CONVERSION) AND MAKE ANY NOTES HERE.





### **3 . M A R K E T I N G**

PICK ONE SOCIAL MEDIA PLATFORM, AND MASTER IT.  
WRITE ANY NOTES HERE



## **4 . S O C I A L M E D I A**

NOW YOU'VE PICKED YOUR PLATFORM, CREATE YOUR CONTENT BUCKETS & IDEAS.  
WRITE ANY NOTES HERE



## **5 . S C H E D U L E**

SIGN UP TO THE FREE SCHEDULING TOOL CALLED LATER, AND HAVE A GO AT SCHEDULING SOME POSTS. GET TO KNOW HOW THE TOOL WORKS.  
WRITE ANY NOTES HERE



## **6 . M O N I T O R Y O U R C O N V E R S I O N R A T E**

AFTER EACH WEEK, WRITE DOWN WHAT YOUR CONVERSION RATE IS FOR THE PREVIOUS WEEK, AND ANY CHANGES THAT YOU MADE IN THAT WEEK. MAKE NOTES OF WHAT IS DOING WELL, AND WHAT ISN'T.

WRITE ANY NOTES HERE



## 7 . N E X T S T E P S

HERE'S WHERE TO GO FROM HERE.

• **THE MASTERCLASS -**  
**THE 3 STEP SYSTEM TO SKYROCKET YOUR ETSY**  
**CONVERSION RATE**

[CLICK HERE](#)

• **30 DAYS -**  
**30 DAYS TO A KICK BUTT ETSY SHOP LAUNCH PLAN**

[CLICK HERE](#)

• **THE FACEBOOK GROUP -**  
**FOR SUPPORT AND DAILY MOTIVATION**

[CLICK HERE](#)

• **OUR INSTAGRAM PAGE -**  
**FOR LOTS OF TIPS AND BEHIND THE SCENES LOOKS**

[CLICK HERE](#)

• **THE YOUTUBE CHANNEL -**  
**FOR TONS OF VIDEOS & ACTIONABLE ADVICE**

[CLICK HERE](#)

• **THE HANDMADE BOSSES SUCCESS ACADEMY -**  
**THE ONLY COURSE YOU'LL EVER NEED FOR YOUR**  
**BUSINESS**

[CLICK HERE](#)